![jostens]

# Submitting Photoshop Cover Files

Congratulations! You've decided to create your own cover using Adobe Photoshop! Before you submit your cover, please follow these guidelines to ensure that your cover will be reproduced exactly as you intend!
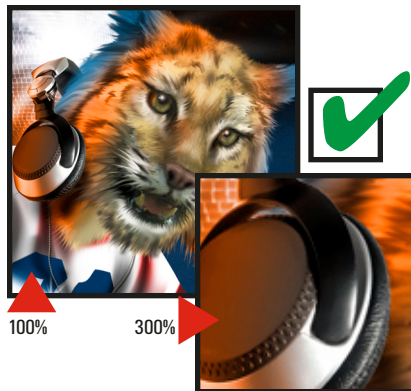
## Resolution

**Covers should always be designed at a resolution of 300dpi.** Photoshop's default resolution is 72dpi. This default is great for on-screen display (like on your computer's monitor or a TV screen), but will be very pixelated when printed.

**IMPORTANT: Please do NOT "bump up" the resolution using the Image Size dialogue. Photoshop is not able to fill in pixels that don't already exist. If you've created your cover at 72dpi, you'll more than likely need to start from scratch. See figures 1, 2, and 3 for examples.**
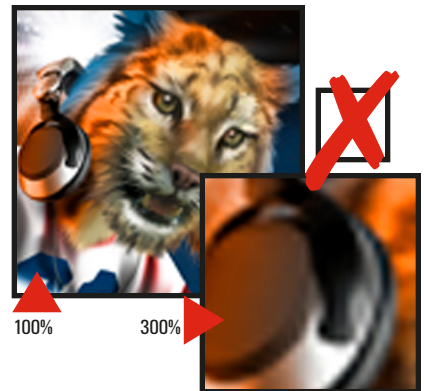
**FIGURE 1 (The GOOD):**
Created at 300DPI



100%    300%

**FIGURE 2 (The Bad):**
Created at 72DPI



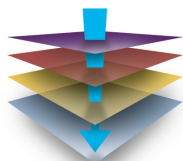100%    300%

**FIGURE 3 (The Ugly):**
72DPI Increased to 300DPI
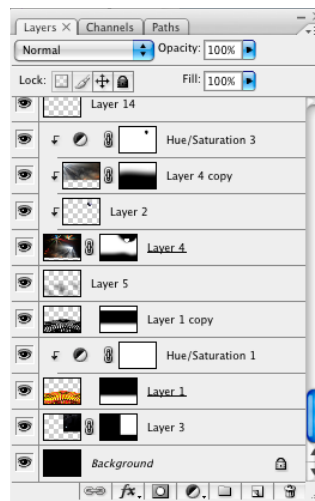


100%    300%

## Always submit a Layered File:

Most experienced Photoshop users will insist that it's nearly impossible to work effectively in Photoshop without layers. With layers, designers can move, color, adjust, enhance, or otherwise edit the image.

To ensure that your cover meets all of our template requirements, ALWAYS submit your cover as a "layered" version of the file so that we can make any necessary adjustments. Layered files allow for very quick (and inexpensive) edits should they be needed.
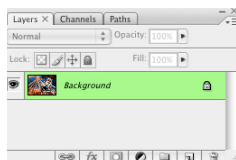


### What are layers?

Put simply, layers are images stacked on top of each other. They can be moved, adjusted, rearranged or deleted. The layers panel (right) shows the some of the various types of layers.

### Can I submit my cover as a JPEG?

You can, but it's not recommended. **JPEGs are flattened files, and have no layers** (See lower left). JPEG files are ideal for photographs or other basic images. Unfortunately, they make even basic changes to the file (like changing the theme copy or date) much more tedious and difficult, and will require more art time to edit than a layered file.



### What is a "flattened" file?

A flattened file is an image that has no layers, and shows up as a "Background" only (See left). If you've created your cover in Photoshop, please be sure to leave your document's layers intact.

## File Formats:

• **PSD - (Native Photoshop Document)** These are layered files which allow the most flexibility, but should not be used in the page layout. PSD files include all layers, and allow the most flexibility in case the plant needs to make adjustments as needed.

• **TIF - TIFF files** are the most commonly used in print, and offer the highest quality. TIFF files may include layers, but this will only increase your file size. **When saving as a TIFF, we recommend leaving the "include layers" option checked.** *Note: If you save a TIFF with layers, warning might appear on your screen that it "could be incompatible with some printers." You can ignore the warning since it will work nicely for us!*

• **JPG - JPEG files,** while ideal for photographs, should not be used for cover files. In the event that a TIFF or PSD file is not available, then the JPG should always be saved with the highest quality possible. Photoshop's JPEG Options allows for settings of 1-12. We recommend using a setting of at least 10 (Maximum). **CAUTION: Using Lower settings may significantly reduce the quality of the image.**

**SUMMARY: ALWAYS SAVE YOUR COVER AS A PSD OR A LAYERED TIFF FOR BEST REPRODUCTION RESULTS.**